I Claim:

1. A printing material web processing machine, comprising:

at least one press cylinder for printing a web;

a dryer disposed downstream of said press cylinder, said dryer guiding the web along a path;

a pull roll disposed downstream of said dryer for conveying the web along the path with a given tensile stress;

a first apparatus disposed downstream of said press cylinder and upstream of said dryer for separating the web from said press cylinder; and

a second apparatus for driving said pull roll, said second apparatus driving said pull roll at a rotational speed being reduced as compared with a rotational speed of said press cylinder.

2. The printing material web processing machine according to claim 1, wherein said second apparatus for driving said pull roll has a third apparatus for controlling the rotational speed of said pull roll and of said press cylinder, said third apparatus controls the rotational speed of said pull roll to a

value below a value of the rotational speed of said press cylinder.

- 3. The printing material web processing machine according to claim 1, wherein said first apparatus for separating the web from said press cylinder separates the web from said press cylinder without contact.
- 4. The printing material web processing machine according to claim 3, wherein said first apparatus has at least one element selected from the group consisting of blowing elements and ultrasound elements.
- 5. The printing material web processing machine according to claim 1, wherein the printing material web processing machine is a web-fed rotary offset press.
- 6. The printing material web processing machine according to claim 1, wherein said first apparatus for separating the web from said press cylinder is configured or coated in an inkrepellent manner, at least in some sections.
- 7. A printing material web processing machine, comprising:

at least one press cylinder for printing a web;

a dryer disposed downstream of said press cylinder, said dryer guiding the web along a path;

a first pull roll disposed downstream of said dryer to convey the web along the path with a given tensile stress;

a second pull roll disposed downstream of said press cylinder and upstream of said dryer and releases the web; and

an apparatus for driving said first pull roll, said apparatus driving said first pull roll at a rotational speed being reduced as compared with a rotational speed of said second pull roll.

- 8. The printing material web processing machine according to claim 7, wherein said apparatus for driving said first pull roll has a further apparatus for controlling the rotational speeds of said first and said second pull roll, said further apparatus controls the rotational speed of said first pull roll to a value below a value of the rotational speed of said second pull roll.
- 9. The printing material web processing machine according to claim 7, wherein said second pull roll is configured or coated in an ink-repellent manner, at least in some sections.

- 10. The printing material web processing machine according to claim 7, wherein said first pull roll is a cooling roll.
- 11. The printing material web processing machine according to claim 7, wherein said first and second pull rolls are in each case constructed as a driven, rotating element.
- 12. The printing material web processing machine according to claim 7, wherein said first pull roll and said press cylinder are in each case constructed as a driven, rotating element.
- 13. The printing material web processing machine according to claim 7, wherein the printing material web processing machine is a web-fed rotary offset press.
- 14. A method for treating a printing material web in a printing material web processing machine, which further comprises:

feeding a web to a press cylinder under a first tensile stress;

printing on the web using the press cylinder;

conveying the web along a drying path;

separating the web from the press cylinder; and

setting a second tensile stress of the web, being reduced as compared with the first tensile stress, along the drying path.

- 15. The method according to claim 14, which further comprises setting the second tensile stress to a value suitable for conveying the web after separation from the press cylinder.
- 16. The method according to claim 14, which further comprises conveying the web along the drying path composed of path parts which follow one another and are oppositely curved.
- 17. The method according to claim 14, which further comprises controlling the second tensile stress such that the drying path is composed of path parts which follow one another and are oppositely curved.
- 18. The method according to claim 14, which further comprises controlling the second tensile stress such that the drying path is substantially meander-like.
- 19. The method according to claim 14, which further comprises controlling the second tensile stress to a value less than 50 $\mbox{N/m}\,.$

- 20. The method according to claim 14, which further comprises controlling the second tensile stress such that the drying path has a radii of curvature following one another of in each case less than 200 mm.
- 21. The method according to claim 14, which further comprises increasing a temperature of the web along the drying path.
- 22. The method according to claim 14, which further comprises controlling the second tensile stress such that the drying path is substantially sinusoidal.